

In the Claims:

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2. (Currently Amended) Method of addressing at least one broadcast service among plural services, or for addressing at least one service component, in a data communication system having at least one data transmission network that is for transmitting information in at least one MPEG data transmission stream, at least one of the plural services including said at least one service component, the method comprising the steps of:

transmitting the at least one broadcast service from at least one of several service providers to the at least one data transmission network,

assigning broadcast identification data to each of the at least one broadcast service, which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one broadcast service within the broadcast transmission stream, and

assigning broadcast identification data to the at least one broadcast service component for identifying the at least one service component as well as identifying a broadcast service for transmitting the at least one service component,

wherein the broadcast identification data assigned to the at least one service component is for serving as a basis to retrieve the broadcast data transmission stream, which is for transmitting the at least one broadcast service and the at least one broadcast service component, and to retrieve a location in the broadcast data transmission stream,

wherein the at least one broadcast service or the at least one broadcast service component are assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data, and

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, at least one of the broadcast service, the broadcast

identification data of the at least one broadcast service or the at least one broadcast service component is retrievable.

3. (Previously Amended) Method according to claim 19, characterized in that the data transmission streams are data transmission streams complying to the DVB definitions.
4. (Original) Method according to claim 3, in which the identification data are transmitted in SDT table records, characterized in that the name information is added to the descriptor in the SDT table record, wherein a relation is formed between the name information and the identification data.
5. (Original) Method according to claim 3, in which identification data are transmitted in EIT table records, characterized in that the name information is added to the descriptor in the EIT table record, wherein a relation is formed between the name information and the identification data.
6. (Previously Amended) Method according to claim 19, characterized in that the name information comprises a service name and a service provider name.
7. (Previously Amended) Method according to claim 19, characterized in that the service components are files transmitted in the DSM-CC data carousel.
8. (Previously Amended) Method according to claim 19, characterized in that the service components are transmitted in a DSM-CC object carousel.
9. (Previously Amended) Method according to claim 19, characterized in that the name information are used as part of a URL address.

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10. (Currently Amended) Data communication system comprising at least one data transmission network for transmitting information on services in at least one data transmission stream, the system comprising:

equipment for transmitting at least one broadcast service of one or several service providers to the at least one data transmission network, the at least one broadcast service being assigned broadcast identification data which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one service which is within the broadcast transmission stream,

means for assigning to the at least one service a non-numerically descriptive worldwide globally individual identifying name information, and

means for forming a relation between the non-numerically descriptive worldwide globally individual name information and the broadcast identification data,

wherein, based upon the non-numerically descriptive worldwide globally individual name information and the relation, the broadcast service identification and the broadcast service are retrievable ~~is retrievable~~.

11. (Currently Amended) Data communication system including at least one data transmission network for transmitting information on broadcast services in at least one broadcast data transmission stream, the broadcast services including at least one broadcast service component and means for transmitting the broadcast services of one or several service providers to one or several data transmission,

wherein the broadcast services are assigned identification data which identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and each of the broadcast services which is within the broadcast transmission stream, and

wherein the at least one broadcast service component is assigned ~~an~~ a broadcast identification data for identifying the at least one broadcast service component as well as identifying a broadcast service for transmitting the broadcast service component, and

wherein the broadcast identification data is for retrieval of the broadcast data transmission stream which is useful for transmitting the broadcast services and for transmitting the at least one broadcast service component, and retrieval of a location in the broadcast data transmission stream, the system comprising:

means for assigning, to at least one of the broadcast services and the at least one broadcast service component, non-numerically descriptive worldwide globally individual identifying name information, and

means for forming a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data.

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, at least one of the broadcast identification data of the broadcast service, and the broadcast service component, and the broadcast service are retrievable.

12. (Currently Amended) Broadcasting device for transmitting at least one service in a data communication system wherein the data communication system includes at least one data transmission network for transmission of information in at least one broadcast data transmission stream, and wherein the at least one broadcast service is assigned broadcast identification data which identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the at least one broadcast service which is within the broadcast transmission stream, comprising:

means for transmitting non-numerically descriptive worldwide globally individual identifying name information for identifying the at least one broadcast service, and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data, to the data transmission network; and

means for transmitting the at least one broadcast service.

13. (Currently Amended) Broadcasting device for transmitting at least one of a broadcast service and broadcast service component, in a data communication system which includes at

least one data transmission network for transmission of information in at least one broadcast data transmission stream,

wherein the broadcast service, which is transmissible by the data communication system, is assigned broadcast identification data that identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the broadcast service which is within the broadcast transmission stream for identifying the broadcast service, and

wherein the broadcast service component, which is transmissible by the data communication system, is assigned broadcast identification data for identifying the broadcast service component as well as a broadcast service for transmitting the broadcast service component, the broadcasting device comprising:

cont means for transmitting a non-numerically descriptive worldwide globally individual identifying name information which identifies the broadcast service, and also identifies a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data, to the data transmission network; and

means for transmitting the at least one of a the broadcast service and the broadcast service component.

14. (Currently Amended) Receiver for receiving at least one broadcast service in a data communication system, the data communication system including at least one data transmission network for transmission of information in at least one broadcast data transmission stream, in which data communication system the service is assigned broadcast identification data that identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the broadcast service which is within the broadcast transmission stream, the receiver comprising:

means for receiving non-numerically descriptive worldwide globally individual identifying name information that identifies the broadcast service as well as a relation between the name information and the broadcast identification data, and

means for determining the broadcast service identification data based upon the relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data.

15. (Currently Amended) Receiver for receiving at least one of a broadcast service and a broadcast service component in a data communication system which includes at least one data transmission network for transmission of information in at least one broadcast data transmission stream, in which data communication system:

wherein the broadcast service transmissible by the data communication system has been assigned broadcast identification data which identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the broadcast service which is within the broadcast transmission stream for identifying the broadcast service,

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wherein the broadcast service component transmissible by the data communication system has been assigned the broadcast identification data for identifying the broadcast service component and a broadcast service for transmission of the broadcast service component, the receiver comprising:

means for receiving non-numerically descriptive worldwide globally individual identifying name information identifying at least one of the broadcast service and the broadcast service component as well as a relation between the name information and the broadcast identification data, and

means for determining the broadcast service identification data based upon the relation between the name information and broadcast identification data.

16. (Previously Amended) Method according to claim 2, characterized in that the data transmission streams are data transmission streams complying to the DVB definitions.

17. (Previously Amended) Method according to claim 16, in which the identification data are transmitted in SDT table records, characterized in that the name information is added to the

descriptor in the SDT table record, wherein a relation is formed between the name information and the identification data.

18. (Previously Amended) Method according to claim 16, in which the identification data are transmitted in EIT table records, characterized in that the name information is added to the descriptor in the EIT table record, wherein a relation is formed between the name information and the identification data.

19. (Currently Amended) Method of addressing at least one service in a data communication system that includes at least one data transmission network for transmitting information in at least one MPEG data transmission stream, the method comprising the steps of:

transmitting a broadcast service from at least one service provider to the at least one data transmission network, and

assigning broadcast service identification data to the broadcast service, which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the broadcast service within the broadcast transmission stream,

wherein, based upon the broadcast service identification data, the broadcast data transmission stream and a location therein is retrievable for use,

wherein the broadcast service is assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast service identification data, and

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, the broadcast service identification and the broadcast service are retrievable ~~is retrievable~~.

20. (Previously Added) The method of claim 19,

wherein the non-numerically descriptive worldwide globally individual identifying name information is conducted by a hierarchy of mutually coordinating organizations for keeping a distributed register for ensuring global individuality of the name information worldwide.

21. (Previously Added) The method of claim 19,
wherein the service is transmitted via at least one data transmission network for transmitting information in at least one MPEG data transmission stream.

22. (Previously Added) The method of claim 20,
wherein the service is transmitted via at least one data transmission network for transmitting information in at least one MPEG data transmission stream.

23. (New) Method of addressing at least one service in a data communication system that includes at least one data transmission network for transmitting information in at least one data transmission stream, the method comprising the steps of:

transmitting a service from at least one service provider to the at least one data transmission network, and

assigning service identification data to the service, which identifies at least an originating transmission network of the data communication system, a transmission stream within the at least one data transmission network, and the service within the transmission stream,

transmitting the service identification data contained in a service descriptor table, wherein, based upon the service identification data, the data transmission stream and a location therein is retrievable for use,

wherein the service is assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual name information and the service identification data,

wherein, the non-numerically descriptive worldwide globally individual identifying name information is added to a descriptor in the service descriptor table and the relation is adapted to be based on the service descriptor table,

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, the service identification is retrievable, and

wherein the service is adapted to be transmitted via at least one data transmission network for transmitting the service in at least the transmission stream.

24. (New) Method of addressing at least one service in a data communication system that includes at least one data transmission network for transmitting information in at least one data transmission stream, the method comprising the steps of:

transmitting a broadcast service from at least one service provider to the at least one data transmission network, and

assigning broadcast service identification data to the service, which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the broadcast service within the broadcast transmission stream,

transmitting the broadcast service identification data contained in a service descriptor table, wherein, based upon the broadcast service identification data, the broadcast data transmission stream and a location therein is retrievable for use,

wherein the service is assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual name information and the broadcast service identification data,

wherein, the non-numerically descriptive worldwide globally individual identifying name information is added to a descriptor in the service descriptor table and the relation is adapted to be based on the service descriptor table,

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, the broadcast service identification is retrievable, and

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wherein the broadcast service is adapted to be transmitted via at least one data transmission network for transmitting the broadcast service in at least the broadcast transmission stream.
